



September 24-26, 2008 Bangkok, Thailand

- What:** Food Ingredients Asia (*Fi Asia*)
- Who Should Attend:** U.S. exporters of food ingredients, additives, equipment, and supplies.
- Why:** Recognized as the top meeting place for food ingredient suppliers, *Fi Asia 2007* welcomed over 200 exhibitors from 54 countries and attracted 7,271 visitors. Returning to Bangkok in 2008, this USDA-endorsed event attracts food professionals from the entire Southeast Asia region.

The Market:



Thailand is Southeast Asia's second largest economy and has experienced strong annual economic growth in recent years. Known as the "Kitchen to the World," Thailand is an important source of global agricultural supplies, specifically processed foods. Based on Thailand's forecasted economic growth, the total value of spending for food and beverages is expected to reach \$38 billion in 2009.



Thailand is currently the 18th largest export market for U.S. agricultural products, including fish and forestry products. In 2006, Thailand imported \$160 million in consumer-oriented foods from the United States, up 18 percent from 2005. Corresponding U.S. imports from Thailand were \$632 million, up 16 percent. In addition, U.S. exports of specialty food ingredients, bakery, snack ingredients and other related items were valued at \$105 million in 2006, up 12 percent. Strong Asian demand, diverse export markets, and a competitive presence in both the agricultural and the industrial sectors all support continued economic growth.

Best Product Prospects: Specialty food ingredients, bakery, and snack ingredients

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